



POP Action Plan – Workplace/Healthcare

Workplace/Healthcare: Our Challenge: Where can we expand the role of healthcare providers, insurers, and employers in obesity prevention?

Proposed action from Obesity Summit: (1) Increase awareness of BMI; (2) Promote breast feeding policy for mothers returning to work; (3) Develop guide for worksite wellness policies and promote business incentives.

Agree	
1.	82%
2.	88%
3.	94%

Objective (s): (SMART – Specific, Measurable, Achievable, Realistic, Time-based)

(1) Increase awareness of BMI; (2) Promote breast feeding policy for mothers returning to work; (3) Develop guide for worksite wellness policies and promote business incentives.

Actions Steps <i>Broadly what will be done</i>	Owner <i>Who will do it?</i>	Resources <i>Funding/time/people/materials</i>	Timeline <i>By when? M/D/YYYY format</i>
1. Increase Awareness of BMI			
a. Encourage providers to address and monitor patients BMI			American Medical Association is considering whether to endorse recognizing obesity as a disease. Action planning pending the ruling.*
b. Make BMI mandatory on school physical forms.			Item is deferred for consideration to School Action Planning workgroup.
c. Create a marketing campaign to educate about what a healthy BMI is and how to achieve/maintain it – “Do You Know Your BMI?” – Work with Sr. Centers, Parks and Rec, and other groups.	Marketing workgroup to develop materials, social media		



POP Action Plan – Workplace/Healthcare

2. Promote “Business Case for Breast Feeding” policy			
a. Promote/encourage businesses to protect, promote, and support breast feeding mothers.	POP Workplace/HC workgroup Breastfeeding Task Force	<ul style="list-style-type: none"> • POP Website/staff time • Task Force time, materials 	December 2013
b. Help employers understand importance of breast feeding for mother, baby, workplace	POP Workplace/HC workgroup Breastfeeding Task Force	<ul style="list-style-type: none"> • POP Website/staff time • Task Force time, materials 	December 2013
3. Develop guide for worksite wellness policies and promote business incentives.			
a. Develop implementation guide for businesses for use in setting up worksite wellness programs, including policies, programs, tools.	POP workgroup	<ul style="list-style-type: none"> • POP website/staff time 	December 2013
b. Build incentives – promote recognition in American Heart Association Fit Friendly	POP workgroup	<ul style="list-style-type: none"> • POP website/staff time • Time for promotion to businesses • Employers time for application submission 	December 2013



POP Action Plan – Workplace/Healthcare

2. Promote “Business Case for Breast Feeding” policy			
a. Promote/encourage businesses to protect, promote, and support breast feeding mothers.	POP Workplace/HC workgroup Breastfeeding Task Force	<ul style="list-style-type: none"> • POP Website/staff time • Task Force time, materials 	December 2013
b. Help employers understand importance of breast feeding for mother, baby, workplace	POP Workplace/HC workgroup Breastfeeding Task Force	<ul style="list-style-type: none"> • POP Website/staff time • Task Force time, materials 	December 2013
3. Develop guide for worksite wellness policies and promote business incentives.			
a. Develop implementation guide for businesses for worksite wellness programs	POP workgroup	<ul style="list-style-type: none"> • POP website/staff time 	December 2013
b. Build incentives – promote recognition in American Heart Association Fit Friendly	POP workgroup	<ul style="list-style-type: none"> • POP website/staff time • Time • Employers-submission 	December 2013
b. Promote benefits of healthy employees to business	POP workgroup – Marketing and Workplace/HC	<ul style="list-style-type: none"> • Time • Materials 	December 2013
<p>Team Lead: Rathanak Perrine Members: Gina Clark, Lynda Leedy, Nancy Hankin, Barbara Roberts, Theresa Brown, Nicole Kirksey, Betty Knowles Notes: *Objective 1a – Reference article: http://news.gnom.es/news/ama-considers-classifying-obesity-as-a-disease</p>			